

Jim
*- this was done for the 16 stations, according to your new structure of rates. * changed as per station's schedule.*
Harold

August 25, 1972

RADIO STATION WKCR
COLLEGE COLUMBIA

TO THE BUSINESS MANAGER

We are currently considering the possibility of scheduling some spots on your station in support of the special STUDENT SUBSCRIPTION RATES for TIME.

In order to include the use of your station, we need certain information - by return mail, including the following:

lx-1sta=\$5.75
lx-16 stas=\$77. Min. 6x per sta(16) \$80. x 6=\$420.
COST PER SPOT: 60 SECONDS - *lx-1sta=\$4.65*
30 SECONDS - *lx-16 stas=\$62. Min 6x per sta (16) \$56. x 6=\$336.*

PROGRAM CONTENT: NEWS - YES
(Answer yes or no) MUSIC -

OTHER -
(Indicate type)

Mon. To Sundays

DAYS OF WEEK IN OPERATION -

TIMES OF BROADCAST DAILY - 24 hour daily
EARLY MORNING - "
BALANCE MORNING - "
EARLY AFTERNOON - "
LATE AFTERNOON - "
EVENING -

* DATE ON WHICH 1972-1973 YEAR BROADCASTS STARTS - Sept. 1

* MOST POPULAR LISTENING TIMES - 6-10 PM

YOUR NAME AND FUNCTION - Hank Franklin Rep. RTS International

PERSON TO BE CONTACTED IN FUTURE - Same or Jim Lawrence

TELEPHONE NUMBER (INCLUDE AREA CODE)
OF PERSON TO BE CONTRACTED IN FUTURE - 212-682 4500

(con't)

*COSTS: For greater frequency, contact RTS International

